

Part II, Standard 8. Professional and Public Service



- 1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concert; and similar activities.**

The School of Media & Strategic Communications is actively involved in a number of activities designed to foster a greater understanding of the mass communications industries and their importance to the culture.

The unit formed a media conglomeration to unify the branches of student media. The O'Colly Media Group is the new company for all student media, including: the printed and online versions of the *O'Colly* newspaper; an in-house advertising agency; the in-house radio station, KXZY; a podcast agency, the O'Cast; and a daily 5 p.m. news show and sports pregame show. The media group trains students in real journalism and production so they are prepared for jobs after graduation.

Two of the more visible activities are annual projects: High School Journalism Day and the Oklahoma Collegiate Media Association annual conference. The annual Paul Miller Lecture Series, which brings nationally known journalists to the Stillwater campus each spring, is the third. The School also holds the SMSC Research Symposium in conjunction with faculty meetings as an opportunity for faculty and graduate students to present their research to the university community.

Oklahoma Collegiate Media Association Conferences

Dr. Harry Heath, then the School's Director, started The Oklahoma Collegiate Media Association in 1975. Promoting and improving student publications in Oklahoma colleges is the organization's purpose. Membership in the association is open to any educational institution, public or private, in Oklahoma offering two or more years of work accepted for a college degree. There are 21 active members in the association. The School of Media & Strategic Communications hosts an annual spring conference for members on the campus of Oklahoma State University. The conference includes a program composed of mass media speakers and competition awards for newspapers, yearbooks and individual writing and photography entries. The association conducts judging competition each year in overall newspaper, overall yearbook and individual writing and photography areas. Certificates are presented to the winners at the annual spring conference at OSU. Awards presented are: news writing, editorial writing, feature writing, sports writing, display advertising, cartoons, reviews, columns, investigative reporting, yearbook writing, and news, feature, sports and yearbook photography. In spring 2013, 125 students and faculty from Oklahoma colleges and universities attended. During the past five years, attendance averaged 15 schools and more than 85 students/faculty members per year at the annual conference.

High School Journalism Day

The High School Journalism Day program has been an annual fall outreach event the School of Media & Strategic Communications has conducted for several decades. Helping educate and encourage high school students in their efforts to produce quality student publications is the purpose's program. Emailing teachers, including journalism and yearbook faculty, throughout Oklahoma, promotes the fall event. In addition to attending a program of speakers, students and advisers are invited to tour *The Daily O'Collegian's* editorial and advertising areas and the radio and television studios and labs.

During the past five years, attendance averaged 15 high schools and 150 students per year at the High School Journalism Day outreach program. During this period, the program included a variety of professional speakers, primarily from the state's major newspapers such as the *Tulsa World* and Oklahoma City's *The Oklahoman*, as well as other regional and community news outlets. In addition, the program involved faculty from the School of Media & Strategic Communications and award-winning high school yearbook advisers. Program topics included First Amendment rights, computer-assisted reporting, photojournalism, interviewing skills and a variety of special topics for yearbook students and advisers.

The Paul Miller Lecture Series

The Paul Miller Journalism Lecture Series is financed through an endowment at Oklahoma State University the family of the late Paul Miller created. The endowment covers expenses related to bringing a nationally known journalist to campus to participate in journalism courses and present a public lecture. The most recent lecturers brought to campus were:

Brett McMurphy, college football insider at Stadium; Vivian Schiller, longtime media executive and CEO of Civil Foundation; Ben Montgomery, *Tampa Bay Times* enterprise reporter and Pulitzer Prize finalist; Frank LeMonte, executive director of the Student Press Law Center; Adam Tanner, a book author and former Reuters correspondent; Kelly Dyer Fry, the publisher of *The Oklahoman* and former general manager of that paper's digital initiatives.

SMSC Research Symposium

The research symposium provides an opportunity for faculty and graduate students to present their research to the university community. They generally present research they will present at coming conference or have published in a scholarly journal. They also discuss their coming books. After the presentation, faculty and students ask questions about the research, which helps give students insight about the research process and provides faculty with feedback to help improve their papers or articles. It also fosters interaction between students and faculty.

- 2. In a digital file, list examples of professional and public activity undertaken by members of the faculty in the past six years (before the self-study year). Limit to five examples per faculty members. The unit has the option of providing a complete list in a separate file. Do not include service to the unit or institution; this information should be presented in Standard 1.**

Max Andrews

- ◆ Service on Professional Organizations:
 - Nonprofit organizations in Stillwater, Oklahoma

Clara Mikyeung Bae

- ◆ Academic reviewer for:
 - 2016-present Computers in Human Behavior
 - 2016-present *Journal of Promotion Management*
 - 2017-present *Journal of Product Management*
 - 2017-present *Current Psychology*
 - 2018-present *International Journal of Advertising*
- ◆ Professional memberships:
 - 2013-present American Academy of Advertising
 - 2015-present Association for Education in Journalism and Mass Communication
 - 2013-present National Communication Association
 - 2013-present Midwest Political Science Association

Asya Cooley

- ◆ Service on Professional Committees:
 - Moderator for two panels at Southeastern Conference for Public Administration (SECoPA) Annual Conference, Birmingham, Alabama.

Sky Cooley

- ◆ Service on Professional Committees:
 - January 2018 Selection Committee Member for Siberia by Southwest Fulbright-Hays Scholarship Awards.
 - 2015-Present. Editorial Board. Romanian Journal of Marketing
- ◆ Stephen Balfour at Texas A&M University Guest lecturer:
 - July 2017. Open Source Intelligence: Baton Rouge Bench Bar Conference. Destin, Florida
 - Stephen Balfour at Texas A&M University
 - David Zion at New York University;
 - Nov. 16, 2016. Speaking on M3S system and research in open source intelligence
- ◆ Academic reviewer for:
 - 2015-present International Journal of Press/Politics. Sage Publications
- ◆ Professional memberships:
 - 2013-present Public Relations Society of America

Craig Freeman

- ◆ Service on Professional Organizations
 - 2018-Present Gallup-Tulsa CitiVoice Index
 - 2018-Present OSU Tulsa Program Representatives
 - 2019 OSU Division of Institutional Diversity Community Advisory Board

Jami Fullerton

- ◆ Service on Professional Committees:
 - 2013-16 Tulsa Global Alliance Executive Board
 - 2013-16 Association of Women in Communication American Academy of Advertising Executive board/Secretary of the academy 2014
 - 2013-14 Phi Beta Kappa Honor Society Phi Beta Delta Honor Society for International Scholars Global Insights Advisory Council for Brand USA

Jack Hodgson

- ◆ Service on Professional Committees:
 - Board of Directors of Town & Gown Community Theater Vice President
 - Board of Directors of Town & Gown Community Theater President
 - Crew Member in several productions

Stan Ketterer

- ◆ Service on Professional Committees:
 - Panel discussion Barriers Media Conference at the University of Central Oklahoma
 - Panel discussion Midwinter Conference of the Association for Education in Journalism and Mass Communication
 - Moderator AEJMC convention
 - Microsoft Excel training at a regional Better Watchdog Workshop of Investigative Reports and Editors

Edward Kian

- ◆ Service on Professional Committees:
 - 2013-16 Faculty co-adviser for Stillwater High School Sports Media Team and Rosco
- ◆ Academic reviewer for:
 - 2013-present Communication & Sport
 - 2013-present Identities: Global Studies in Culture and Power
 - 2013-present Journal of Brand Management
 - 2013-present Journal of Sport & Social Issues
 - 2013-present Journal of Leisure Studies

Lori Melton McKinnon

- ◆ Service on Professional Committees:
 - 2013-present Page Legacy Scholar Editorial Board Member
 - 2013-present *Journalism & Mass Communication* Educator
- ◆ Academic reviewer for:
 - 2013-present J of Advertising Information,
 - 2013-present *International Journal of Sports Communication*
 - AEJMC Ad Division paper reviewer
- ◆ Professional memberships:
 - 2013-present Public Relations Society of America

Nicole Morgan

- ◆ Service on Professional Organizations:
 - Rex Public Relations Board Member
 - Tulsa Ballet Board Member
 - Collegiate Hall Advisory Board Member
 - The Forge Chair
 - Entrepreneurship and Small Business Taskforce at the Tulsa Regional Chamber

Ray Murray

- ◆ Professional service:
 - 2013-present Teach a workshop with high school students at the University of Missouri School of Journalism
 - 2013-present Faculty adviser for Stillwater High School Sports Media Team

Gina J. Noble

- ◆ Service on Professional Committees:
 - 2015-18 Stillwater Medical Center Board of Trustees
 - 2013-18 Stillwater Economic Development Authority Trustee
 - 2017-19 OSU Implicit Bias Professional Workshop Trainer

Juliana Nykolaiszyn

- ◆ Service on Professional Committees:
 - 2015-present Editor H-OralHist
 - 2015-present Oral History in a Digital Age Advisory Board
 - 2015-present Oral History Association Annual Meeting Program Committee
 - 2015 Oral History Association Martha Ross Teaching Award Committee Chair

Joey Senat

- ◆ Service on Professional Committees:
 - 2013-present Member of the Society of Professional Journalists National FOI Committee
 - 2013-18 Member each year of the planning committee for FOI Oklahoma's annual First Amendment Congress for high school students
 - 2013-18 Member of the FOI Oklahoma board of directors
 - 2015 open government and First Amendment issues at the Native Media Summit
 - 2013 FOI Summit of the National Freedom of Information Coalition
- ◆ Quoted in the media 305 times, including:
 - The Associated Press
 - Reuters
 - CNN Tonight
 - The Huffington Post
 - *The Los Angeles Times*
- ◆ Service as Professional Organizations:
 - Reporters Committee for Freedom of the Press
 - Committee for Foundation for Individual Rights in Education

- *The Seattle Times, The San Diego Union-Tribune, The Palm Beach Post, Dallas Morning News, The Austin (Texas) Statesman, Milwaukee (Wisconsin) Journal-Sentinel, Las Vegas Sun, San Francisco Chronicle, The Charlotte Observer* and South Korea's tvN.
- Responded to 1,172 initial contacts from reporters, attorneys, government officials and the general public asking questions regarding, and often seeking help resolving, open government and media law issues among those seeking help from outside of Oklahoma and who were not seeking quotes for a story included the BBC, *The New York Times, The Washington Post*, ESPN, National Freedom of Information Coalition, The Center for Media & Democracy, Bloomberg Law, Eugene Volokh of the UCLA School of Law, *The Boston Globe, The Oregonian, The Atlantic*, Office of the Federal Public Defender, Bloomberg Businessweek, Education Week, *The Atlanta Journal-Constitution* and the Virginia Coalition for Open Government.
- Wrote two invited articles for SPJ's *Quill* magazine.

Danny Shipka

- ◆ Academic reviewer for:
 - 2013 Association for Education for Journalism and Mass Communications
 - 2013 *International Journal for Sports Communication*
 - 2013 Southwest Education Council for Journalism and Mass Communication
 - 2014 Ben Kooyman book: Directorial Self-Fashioning in American Horror Cinema in the New Millennium
- ◆ Service as journal editor:
 - 2013 *Journal of Entertainment Studies* In tandem with AEJMC Entertainment Studies Interest Group
- ◆ Service to professional organizations:
 - 2013 Treasurer Southwest Education Council for Journalism and Mass Communication
 - 2013 PF&R Chair for the AEJMC Entertainment Studies Interest Group

3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or on-site, current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships, and fundraising. Provide advisory board members' names and contact information.

SMSC regularly contacts alumni, professionals and professional organizations to keep curriculum current and to promote exchange of ideas. The following lists are not exhaustive but provide a sample of alumni and other professionals who have made classroom appearances, evaluated student portfolios and served as guest speakers during Paul Miller Lecture Series, Communications Networking Events, Journalism Days and Alumni Outreach Week. We do not have an advisory board.

Classroom Appearances

- Bernie Dornblaser, LIFE Senior Services
- Bonnie Cain-Wood, Edmon Low Library Communication Services
- Brian Petrotta, College of Arts & Sciences, Oklahoma State University

- Brian Smith, director of events, Banc of California Stadium
- Carolyn Walstad, director, Stillwater Area Sports Association
- Chase Shannon, Sports Anchor, WOAI, San Antonio, Texas
- Colleen Kennedy, Press Secretary at U.S. House of Representatives
- Conner Rohwer, media Supervisor, Starcom – Chicago
- Dale Brendel, Publisher, *Stillwater News Press*
- Dan Hofstadter. Creative Director at Edleman, LA
- Dan Mahoney, VP of Corporate Communications, OKC Thunder NBA
- David Harrison, General Manager Stillwater Radio
- Dayle Wilson, board president, Payne/Logan Counties Court Appointed Special Advocates (CASA)
- Erin Petrotta, Director of Marketing and Student Communication, Oklahoma State University
- Garrett Young, production manager, ballpark entertainment, Houston Astros
- Gavin Lang, director of communications, OSU Athletics
- Gay Washington, executive director, WONDERtorium Science Museum
- Heather Gellar, Sports Anchor, KOKI, Tulsa
- Jan Hale, American Red Cross
- Jasmine Sievert, TV/video specialist, City of Stillwater
- Jason Collington, deputy managing editor, *Tulsa World*
- Jayme Ferrell, Senior Director of Development, Oklahoma State University Foundation
- Jennifer Seaton, AE at Staplegun in OKC
- Jessica Dyer, Sr. Specialist, St. Jude Children's Research Hospital
- Jill Hunt, Advertising Manager, *Stillwater News Press*
- Jillian Schillachi, Well Said Jillian
- Jordan Leatherman, senior account executive, Multicultural Development, NASCAR
- Kalie Fry, McMahon Marketing
- Kelli Grashel, assistant director of Athletic Communications, Wisconsin Badgers
- Kelly Dyer Fry, Editor, *The Oklahoman*; Vice President of News, OPUBCO
- Kevin Klintworth, senior associate athletic director/communications, OSU Athletics
- Kim Koch, Koch Communications
- Kristin Van Nort, St. Jude Children's Research Hospital
- Larry Reece, "Voice of the Cowboys"
- Latasha Tasci, Coordinator, Scholar Development & Undergraduate Research, OSU
- Laura Aufleger, OnCue Marketing
- Linda Cohn, Anchor, ESPN SportsCenter
- Lynn Povich, Award-Winning Journalist
- Madison Bryan Dragoo, Digital Strategy + Content Strategy + Issue-Based Marketing, Saxum PR
- Megan Horton, OSU Communications, director, OSU digital and social media
- Meghann Ray, Public Radio Tulsa
- Meredith Blecha-Wells, Oklahoma State University Community Music School
- Michelle Charles, *Stillwater News Press*
- Nathan Elliott, Director of Content, KWTW, Oklahoma City
- Neil Foote, Owner of Foote Communications

- Nicole Baumann, account associate, Resolute PR, Tulsa, Oklahoma
- Nicole Morgan, CEO, Resolute PR
- Pat Bryson, Bryson Broadcasting International
- Payton Reed, Copywriter, Jackson Marketing, Motorsports & Events
- Randy Ellis, Investigative Reporter at *The Oklahoman*
- Rhonda Hooper, Jordan Advertising
- Scott Berry, MarketCrest
- Sherrie Fletcher, communications director, City of Stillwater
- Taylor Miller, communications coordinator for USA Wrestling
- Tristi Charpentier, VP Strategic Initiatives at Huey and Angelina Wilson Foundation
- Valarie Pritchard, associate director, digital strategy, Ketchum, New York
- Vance Harrison, President Oklahoma Association of Broadcasters, Lobbyist for Oklahoma Radio and Television Operators
- Vivian Schiller, Executive Editor in Residence, Weber Shandwick
- Wes Young, Global Comms Planning at Weiden + Kennedy, Amsterdam
- Lucinda Rojas Ross, Life Church
- Dr. Ray Owens, Metropolitan Baptist Church
- Matt Morgan, Brookside Collective, First United Methodist
- Geoffrey Standing Bear, Chief, Osage Nation
- Monroe Nichols, Oklahoma House of Representatives
- Trebor Worthen, Marathon Consulting
- G.T. Bynum, Mayor, City of Tulsa
- Paula Marshall, Bama Companies
- Vanessa Sanders, Cox Communications
- Tony Russell, KJRH
- Dylan Goforth, The Frontier
- Jason Collington, *Tulsa World*

Guest Speakers for Paul Miller Lecture Series

- Adam Tanner, Institute for Quantitative Social Science at Harvard University (2015)
- Frank LoMonte, Esq., Executive Director for Student Press Law Center (2016)
- Ben Montgomery, Enterprise Reporter for Tampa Bay Times (2017)
- Vivian Schiller, Executive Editor in Residence for Weber Shandwick (2018)
- Brett McMurphy, Investigative Journalist (2019)

Guest Speakers During Communications Networking Events

- Angela Martin, Career Coach
- Jordan Woodruff, Triple Play Sports for TEAM Radio
- Justin Juozapavicius, Correspondent for The Associated Press
- Katie Parker, Marketing Coordinator for Slant Partners
- Lale Samera, Account Coordinator for Acrobat Ant
- Larry Reece, OSU Senior Athletic Director of Development

- Lindsay Fitz, Sr Director, Partnership Marketing & Innovation for A&E Networks
- Ryan Sharp, Assistant Sports Editor for *The Oklahoman*
- Samantha Vicent, Staff Writer for the *Tulsa World*
- Sean McGuire, Media Relations Coordinator for OSU Athletics
- Wesley Young, Media Planner for Widen & Kennedy

Guest Speakers During Journalism Days

2015 Journalism Day:

- Darla Tresner, Publications Adviser for Bartlesville High School
- Dee Harris, Adviser for *Spartan Post News* at Bixby High School
- Jaclyn Cosgrove, Reporter for *The Oklahoman*
- Jason Collington, Web Editor for the *Tulsa World*
- Josh Higgs, Designer for the *Tulsa World*
- Kelly Hines, Sports Reporter for the *Tulsa World*
- Linsey Warthen, Yearbook Adviser for Edmond Santa Fe High School

2016 Journalism Day:

- Darla Tresner, Publications Adviser for Bartlesville High School
- Dave Hunziker, Voice of the Cowboys on OSU Cowboy Radio
- Lisa Snider, Publications Adviser for Duncan High School
- Mike Morton, Adviser for *Ruff Draft* at Edmond Santa Fe High School
- Patty Santos, Reporter at KOCO TV
- Ryan McNeill, Journalist for Reuters Global Data Team
- Samantha Vicent, Reporter for the *Tulsa World*

2017 Journalism Day:

- Darla Tresner, Publications Adviser for Bartlesville High School
- Katie Dupre, Adviser for *Ruff Draft* at Edmond Santa Fe High School
- Mike Sowell, Former Sports Editor and Associate Professor for SMSC

2018 Journalism Day:

- Adam Kemp, Varsity Sports Writer for *The Oklahoman*
- Darla Tresner, Publications Adviser for Bartlesville High School

Alumni Outreach Week

- Adam Kemp, *The Oklahoman*
- Anna Geary, Calm Waters Center for Children and Families
- Brian Smith, BOK Special Events Manager
- Cary Aspinwall, *Tulsa World*
- Jacob Longan, Assistant Director of Communications, OSU Foundation
- Kyle Fredrickson, *The Oklahoman*
- Linda DiJohn, DiJohn Communications
- Linh Sasser, Communications Consultant, Dialogue Branding
- Matt Fletcher, OSU University Concierge

- Matt League, Innocean
- Riley Longacre, BOK Center
- Wes Young, Media Supervisor, Wieden+Kennedy

Portfolio Evaluations

At the end of every semester, a group of alumni and professionals are asked to evaluate professional portfolios of graduating seniors. Portfolios include students' resumes, a personal code of ethics and examples of class projects, assignments, work samples created for campus organizations, freelance or extracurricular work and internship work samples. These individuals served as portfolio evaluators for the past two years:

Multimedia Journalism:

- Jaclyn Cosgrove, Reporter, *Los Angeles Times*
- Julie Johnston, Freelance Communicator
- Kyle Frederickson, Reporter, *Denver Post*
- Nathan Poppe, Entertainment Writer and LOOK at OKC Editor, *The Oklahoman*
- Ryan McNeill, Data Journalist, Reuters, London, England
- Trevor Tankersley, Evening Anchor, NewsWest 9 (NBC Affiliate - Raycom Media)
- Tyler Thomason, Anchor/Reporter, KARK/KLRT

Sports Media:

- Carson Cunningham, Sports Reporter, KOCO, Oklahoma City
- Chase Shannon, Sports Director, KAKE-TV, Wichita, Kansas
- James Poling, Sports Reporter / Beat Writer, *The Oklahoman*
- Kelly Hines, Sports Writer, *Tulsa World*

Strategic Communication:

- Brian Smith, Director of Events, Banc of California Stadium
- Brooke Feachen, PR Director, Archer Malmo, Austin, Texas
- Conner Rohwer, Media Supervisor, Starcom, Chicago
- Nicole Morgan, Owner, Resolute PR, Tulsa, Oklahoma
- Raya Greenbaum, Network Digital Resource Specialist, San Diego Best Friends Animal Humane Society, San Diego
- Valerie Pritchard, Associate Director, Digital Strategy, Ketchum, New York
- Wes Young, Communications Planning Director, Wieden+Kennedy – Amsterdam, The Netherlands

4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications. Provide the web link for communication during the previous academic year or provide print copies in the workroom.

The School has reached out to alumni in different ways. We are mailing monthly birthday cards, thank-you cards and holiday cards to all alumni who contribute to the School. (Appendix 8-1).

Alumni are also invited to attend annual Paul Miller Lectures, Communications Networking Events, Journalism Days, and Alumni Outreach Weeks. In addition, we hosted recently several alumni events: appreciation reception for alumni at the Tulsa Press Club on Sept. 25, 2015, and game day tailgates in 2018, 2017 and 2016. A tent is erected on the lawn next to the Paul Miller Journalism Building, and refreshments are provided for the two hours before the game. Moreover, Director Freeman actively engages in alumni outreach activities, such as an invited trip to the OKC Dodgers game June 24, 2016.

5. Describe the unit's support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.

A complete discussion of the School's scholastic journalism programs is provided above (see No. 1), as are discussions of the Paul Miller lecture series and the Social Science Seminar Series. These programs are open to the public.

Although mentioned before, in addition to the School's High School Journalism Day, the SMSC Student Ambassadors visit schools to talk about journalism and media education and create awareness of the importance of journalism practice in society.

The unit has hosted a four-day Sports Media Summer Camp since 2007 and attracts up to 24 high school students from around the country.